

U.S. Patent Application No. 10/031,282  
Reply to Office Action dated October 20, 2005

PATENT  
450101-03(40)

### **REMARKS/ARGUMENTS**

Reconsideration and withdrawal of the rejections of the application are respectfully requested in view of the amendments and remarks herewith, which place the application into condition for allowance. The present amendment is being made to facilitate prosecution of the application.

#### **I. STATUS OF THE CLAIMS AND FORMAL MATTERS**

Claims 1-27 are pending in this application. Claims 1, 6-8, 13, 15, 16, 19, 20, 23 and 25 are independent. Claims 1, 6-8, 13, 15, 16, 19, 20 and 23-27 have been amended. Claims 3 and 10 have been canceled without prejudice or disclaimer of subject matter. Support for the amended recitations in the claims is found throughout the Specification, specifically at pages 11, 16-18. No new matter has been introduced by this amendment. Changes to claims are not made for the purpose of patentability within the meaning of 35 U.S.C. §101, §102, §103, or §112. Rather, these changes are made simply for clarification and to round out the scope of protection to which the Applicants are entitled.

#### **II. REJECTIONS UNDER 35 U.S.C. §102(e)**

Claims 1, 2, 4-9 and 11-27 were rejected under 35 U.S.C. §102(a) as allegedly anticipated by JP 2000-005439 to Nippon (hereinafter, merely "Nippon").

Claims 3 and 10 were rejected under 35 U.S.C. §103(a) as allegedly unpatentable over Nippon in view of U.S. Patent No. 6,645,068 to Kelly et al. (hereinafter, merely "Kelly").

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Claim 1 recites, *inter alia*:

“A video game system...

...said service provider comprises database administration means for administrating privilege data base in which privilege information corresponding to a game stage of a video game and client data base in which client information of said video game is registered, and distribution control means for controlling of accepting access based on said client information from the video game device connected through said network, taking out privilege information corresponding to the cleared game stage by said database administration means, and distributing said privilege information,

wherein advertisement information is registered by said data base administration means, and said advertisement information is added to said privilege information and distributed by said distribution control means.” (emphasis added)

As understood by Applicants, Nippon relates to a communications game system which issues a game continuing key card that stores game resume information. Despite interruption of a game being played, the game can be resumed from the hierarchical stage interrupted the last time, from any of a plurality of game terminal devices. While resuming an interrupted game, a game continuing key card with game resume information printed thereon is inserted into the game continuing key card printing/reading means of any of the plurality of game terminal devices. The game resume information is read and printed in the form of two-dimensional codes on the game continuing key card.

As understood by Applicants, Kelly relates to network gaming systems with prize redemption capabilities. A user's experience is tailored by receiving an identifier for the user of the network gaming system, an identifier for the game being played, and a site identifier relating to the location from which the game is being played. The network gaming system thus alters the computer-implemented game played by the user based upon the identifiers.

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Applicants submit that Nippon and Kelly, taken alone or in combination, fail to teach or suggest the above features of claim 1. Specifically, Applicants respectfully submit that there is no teaching or suggestion of a video game system wherein advertisement information is registered by said data base administration means, and said advertisement information is added to said privilege information and distributed by said distribution control means, as recited in claim 1.

Therefore, Applicants submit that independent claim 1 is patentable.

For reasons similar to those described above with regard to independent claim 1, independent claims 6-8, 13, 15, 16, 19, 20, 23 and 25 are also believed to be patentable.

Therefore, Applicants submit that independent claims 1, 6-8, 13, 15, 16, 19, 20, 23 and 25 are patentable.

### III. DEPENDENT CLAIMS

The other claims in this application are each dependent from the independent claim discussed above and are therefore believed patentable for at least the same reasons. Since each dependent claim is also deemed to define an additional aspect of the invention, however, the individual reconsideration of the patentability of each on its own merits is respectfully requested.

### CONCLUSION

In the event the Examiner disagrees with any of statements appearing above with respect to the disclosure in the cited reference, or references, it is respectfully requested that the

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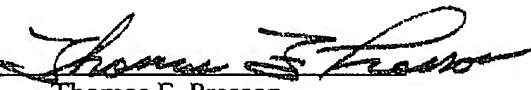
Examiner specifically indicate those portions of the reference, or references, providing the basis for a contrary view.

Please charge any additional fees that may be needed, and credit any overpayment, to our Deposit Account No. 50-0320.

In view of the foregoing amendments and remarks, it is believed that all of the claims in this application are patentable and Applicants respectfully request early passage to issue of the present application.

Respectfully submitted,

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